

ABSTRACT OF THE DISCLOSURE

A navigation and promotion system has a navigation module receptive of information relating to a current location of a user, a target destination, and location-dependent navigational options, wherein the navigation module is adapted to generate a navigational instruction based on the navigational options, the current location, and the target destination. A promotion module is receptive of information relating to user needs, promotional offers, and the target destination. The promotion module is adapted to select a promotional offer based on an inference of user interest, wherein the inference of user interest is based on the target destination. An output is adapted to communicate the navigational instruction and the selected promotional offer to the user.